

CLAIMS

1. A method of marketing and distributing multimedia, the method comprising:
 - a. receiving multimedia material from a producer or owner of said material;
 - b. storing said material on a computer readable storage medium;
 - c. providing a server system accessible over a communication network, said server system accessing data from said computer readable storage medium for transfer over said communication network;
 - d. providing samples over said server system of said multimedia material to potential purchasers;
 - e. downloading upon request over said server system said multimedia material; and
 - f. providing advertising material to purchasers over said communication network allowing purchasers to locally market and sell said multimedia material.
2. The method of marketing and distributing multimedia of claim 1, including receiving multimedia material by downloading via said communication network.
3. The method of marketing and distributing multimedia of claim 1, wherein receiving multimedia material includes receiving non-digital

1 media such as celluloid media, printed media, video cassettes, and audio
2 tape.

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4 4. The method of marketing and distributing multimedia of claim 3,
5 including the step of digitizing said non-digital media for storage on said
6 computer readable storage medium.

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8 5. The method of marketing and distributing multimedia of claim 1,
9 including providing a server system accessible over a public
10 communication system.

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12 6. The method of marketing and distributing multimedia of claim 1,
13 including downloading digital material from said server system for digital
14 display to an audience.

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16 7. The method of marketing and distributing multimedia of claim 1,
17 including providing downloadable advertising materials on said sever
18 system.

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20 8. The method of marketing and distributing multimedia of claim 1,
21 including providing sales and marketing data based upon visitors to said
22 server system.

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1 9. The method of marketing and distributing multimedia of claim 8,
2 including providing marketing data based upon actual users of said server
3 system.

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5 10. A method of distributing movies comprising:
6 a. receiving a movie on celluloid;
7 b. scanning said movie converting it into a digital format, storing
8 said digital format in a computer readable memory;
9 c. transferring said digital format to a theater via a
10 communications network and storing said digital format on a
11 computer readable memory located at said theater; and
12 d. projecting said digital format using a digital projector onto a
13 screen for display to an audience.

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15 11. A distribution system for distributing multimedia comprising:
16 a. a first central processing unit;
17 b. a first memory associated with said first central processing
18 unit;
19 c. a communications network accessible by said first central
20 processing unit for transferring data into and out of said first
21 memory;
22 d. an input device connected for data transfer to said first central
23 processing unit, said input device receiving multimedia and
24 transferring it into said first memory via said central
25 processing unit;

- 1 e. a second central processing unit;
- 2 f. a second memory, said second memory associated with said
- 3 second central processing unit with said communications
- 4 network being accessible by said second central processing
- 5 unit for transferring data into and out of said second memory;
- 6 and
- 7 g. a digital feature film projector in data communication with said
- 8 second central processing unit for displaying a feature film onto a
- 9 screen for presentation to an audience, said feature film stored in
- 10 digital form in said second memory after being transferred via
- 11 said communications network from said first memory.

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13 12. A method of marketing and distributing multimedia, the method
14 comprising:

- 15 a. receiving multimedia material from a producer or owner of
- 16 said material;
- 17 b. storing said material on a computer readable storage medium;
- 18 c. providing a server system accessible over a communication
- 19 network, said server system accessing data from said
- 20 computer readable storage medium for transfer over said
- 21 communication network;
- 22 d. establishing an account for a customer;
- 23 e. downloading a product upon request from said customer for
- 24 said product over said server system said multimedia
- 25 material;

- 1 f. following up to determine information necessary to calculate
2 the amount owed by said customer for said product; and
3 g. charging the account of said customer.
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5 13. The method of marketing and distributing multimedia of claim 12,
6 including receiving multimedia material by downloading via said
7 communication network.
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9 14. The method of marketing and distributing multimedia of claim 12,
10 wherein receiving multimedia material includes receiving non-digital
11 media such as celluloid media, printed media, video cassettes, and audio
12 tape.
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14 15. The method of marketing and distributing multimedia of claim 12,
15 wherein said follow-up is implemented by sending an e-mail to said
16 customer.
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18 16. The method of marketing and distributing multimedia of claim 12,
19 wherein said follow-up is implemented by consulting publicly reported
20 data respecting said customer.
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22 17. The method of marketing and distributing multimedia of claim 12,
23 further comprising providing advertising material to purchasers over said
24 communication network allowing purchasers to locally market and sell
25 said multimedia material.

1 18. The method of marketing and distributing multimedia of claim 17,
2 further comprising querying said customer to stimulate the sending of
3 data from said customer and recording said data into a database.
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5 19. The method of marketing and distributing multimedia of claim 18,
6 comprising providing marketing data recorded in said database to
7 customers in response to a query from a customer.
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9 20. The method of marketing and distributing multimedia of claim 19,
10 including providing marketing data based upon actual users of said server
11 system.
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13 21. A method of marketing and distributing multimedia, the method
14 comprising:

- 15 a. receiving multimedia material from a producer or owner of
16 said material;
17 b. storing said material on a computer readable storage medium;
18 c. providing a server system accessible over a communication
19 network, said server system accessing data from said
20 computer readable storage medium for transfer over said
21 communication network;
22 d. providing samples over said server system of said
23 multimedia material to potential purchasers;
24 e. downloading upon request over said server system said
25 multimedia material;

- 1 f. querying said customer to stimulate the sending of data from
- 2 said customer; and
- 3 g. recording said data into a database.

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5 22. The method of marketing and distributing multimedia of claim 21,

6 comprising providing marketing data recorded in said database to

7 customers in response to a query from a customer.

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9 23. A distribution system for distributing multimedia comprising:

- 10 a. a first central processing unit;
- 11 b. a first memory domain associated with said first central
- 12 processing unit;
- 13 c. a communications network accessible by said first central
- 14 processing unit for transferring data into and out of said first
- 15 memory domain in response to an order for a multimedia
- 16 product;
- 17 d. an input device connected for data transfer to said first central
- 18 processing unit, said input device receiving multimedia and
- 19 transferring it into said first memory domain via said central
- 20 processing unit;
- 21 e. a second central processing unit;
- 22 f. a second memory domain, said second memory domain
- 23 associated with said second central processing unit with said
- 24 communications network being accessible by said second

1 central processing unit for transferring data into and out of
2 said second memory domain;

3 g. a third memory domain for receiving market data in response
4 to an order for said multimedia product; and

5 h. a digital feature film projector in data communication with
6 said second central processing unit for displaying a feature
7 film onto a screen for presentation to an audience, said feature
8 film stored in digital form in said second memory after being
9 transferred via said communications network from said first
10 memory.